

Self-assessment by Body Laurence

SUBMITTED ON 26 OCT 2018



I currently work as a/at:

In 2012 I founded X+M, a studio which purpose is to help service industries innovate through customer experience and service design. I partened with Christophe Tallec a French designer who launched the Service design Chapter in France and organized the SDGC12 in Paris. My missions at X+M consist in helping companies build their CX strategy, generate CX concepts and test their CX prototypes through experiments and pilots

<https://www.xplusm.fr/>

<http://blog.experience-client.com/>

<https://www.linkedin.com/in/laurence-body/>

<https://twitter.com/LaurenceBody>

My educational background:

I hold a MBA from Sorbonne- Paris (and studied 6 months at Cranfield School of Management as part of a scholarship which I am very proud of).I worked with numerous R&D and innovation departments in top FMCG companies (Danone, Nestlé, Unilever, Moët Hennessy...) when I was Head of Food sector at Adriant, a leading Agency in sensory innovation. I also was a partner of Secor, a Canadian consulting firm (now part of KPMG), specialized in Customer Experience and Change Management.

Having developed a strong expertise in the past 6 years, I also train for journey mapping, service and experience design and creativity: you will find the details of the on the website : <https://www.laurencebody.com/>

I also participated in the 5 days Executive Masterclass organized by Adam Saint John, Mark Stickdorn and Markus Hormess in July 2018

The following theories are the key components of my approach to service design:

Service dominant logic

Experience Economy

Cognitive Psychology

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

This is service design Thinking (Marc Stickdorn and al)

This is service design Doing (Marc Stickdorn and al)

The service Innovation Handbook (Lucy Kimbell)

Service Design for Business (Ben Reason and al)

Customer Driven transformation (Oliver King)

Outside In (Kerry Bodine)



I have X years of working experience in service design:

7

I have particular experience in the following service sectors:

No specialty, I work with all sectors telco, banks, transport, leisure, retail, tourism...

These are the service design projects I have successfully delivered:

ADP+ Air France+Securitas , Making the checkpoint experience more human in terminal 2E and 2F in Roissy Charles de Gaulle Airport Paris => Improve the quality of service perceived by passengers at the security check while taking into account technological evolutions and safety regulations required by authorities. This project gathered the stakeholders of the service chain in a consortium for the duration of the project.

American Express GBT : Designing a signature experience for the VIP Business Trip customers => Increase transaction revenue and design a signature experience "the French touch" to differentiate from the competition, restore customer satisfaction and leave a memorable mark in the VIP customers' minds.

Val Thorens : Designing the trademark experience of a territory to deliver the promise of being the "Best ski resort in the world"=> Engage every stakeholder towards operational excellence and relational proximity to deliver a holistic experience true to the "Live United" promise and meet the needs of customers and future visitors.

Océanopolis : Designing futures experiences and the new visitor journey=> Identify opportunity areas to improve the Océanopolis experience and delight its visitors.

Orange : Reinvent the Home commercial assistance for Orange - France= As part of its strategic project Essentiels 2020, Orange set the goal of delivering an incomparable experience to its customers everyday. Yet its NPS is plateauing because of its high rates of repeat calls : complaining customers are not provided with a satisfying answer when they first call so they have to call a second time. Groupe la Poste
Groupe la Poste, Designing a methodological guidebook from an experiment at Banque Postale=> The Direction for Quality of Groupe la Poste wanted to conduct an experiment on a high stake process : scheduling an appointment with bank advisors at Banque Postale.

I have provided service design training sessions and/or other educational experiences for X years:

6

My philosophy as a trainer is:

To me, being a good service design trainer is a lot about telling stories of successful CX projects I ran with my clients and showing how we did this using SD methods and tools. In my Masterclasses there is also a practical part, a workshop because SD is a lot about doing and practicing. My workshops are fun, engaging, they take place in nice settings full of natural light...and good food ! The takeaways are wrapped up in engaging deliverables

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

Compagnie des Alpes- Acculturating the Resort and Park Managers to Customer Experience and training them to use the SD Methods and tools- Paris => After making a strategic choice of delivering a superior Customer Experience to supplement the TGS initiative, CDA wants to acculturate its directors to the topic of Customer Experience and introduce them to the service design tools. xxxparticipants in 5 sessions

Val d'Isère Téléphérique, Acculturating the executives of VIT to Customer Experience and put it into practice in creativity workshops - Offsite
What's more you can find the references on this website => To go even further in customer's satisfaction and engage the collaborators in an innovating approach to become the leading resort in terms of experience on the slopes and the ski lifts.

Futuroscope, Spreading the application of service design to areas where it is not normally used (restaurants, kids' area..) - At Futuroscope, service design has been used since 2015 : around 50 collaborators are trained and have already designed experiences that were implemented in



the summer of 2017. It is time for an assessment with the Statagic Committee and the ECU group.

Monoprix, Experiential retail safaris "Quest for WOW!" => To be surprised, put oneself in the customers' shoes, identify what stimulates the mind, touches the heart and the senses in the experiences one had. Provide actionable insights : what is transposable, what is WOW!, what we don't want to see. 200 participants

Bristol-Myers Squibb, Acculturating to Customer Experience and innovating through practice

=> Make the collaborators live different experiences so that they take ownership of the dimensions of the Customer Experience. Shift their perspective and inspire them to find ideas for improvement of the BMS experience. 68 participants in 5 sessions

<https://www.laurencebody.com/>

I mostly provide my training offerings in the following language(s):

French

I mostly provide my training offerings in the following countries/cities:

France

I cover the following topics during my training offerings:

- History of service design
- Differentiation of service design to other approaches like design thinking, service marketing and service branding
- Creativity and ideation processes
- Visualisation techniques
- Facilitation skills for service design
- Prototyping of services
- Implementation of service design concepts
- Measuring impact of service design, relating it to Key Performance Indicators (KPIs)
- Building in-house service design capabilities
- Working with complex service systems
- customer experience

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)

These are my favourite cases I use to inform participants about the impact and value of service design:

E.on built the case for driving change through service design and customer experience .

Virgin Atlantic for the culture and the empathetic management style, John Lewis, Ritz Carlton for the empowerment of the collaborators, Apple, Air bnb, Uber for the design capabilities....

These are the service design methods and tools that I use during my sessions:

There are too many .. but mainly : Shadowing, Fly on the wall, interviews, Stakeholder mapping, contextual mapping, personas, customer journey mapping, concepts, scenarios, blueprints, jobs to be done, prototyping...

After successfully attending my training sessions, participants will typically be able to:

Do their own research, run a customer journey mapping workshop, write personas from insights gathered on the field, identify valuable projects and make them fit in their roadmap, gain creative confidence and start spread the word in their company, be more customer oriented, become ambassador of the SD tools...



I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

Since I am an accredited trainer in France, I have to comply with mandatory processes ie. evaluation is one of them Here is the link to the national accreditation service <https://www.data-dock.fr/>

I systematically evaluate and improve my offerings based on feedback. These are examples of feedback that have led to improvements:

Let some fun get in the workshops : music, physical exercises...

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN Global Conference
- SDN Masterclass

I actively support the local or national service design community through:

With a group of French people, I plan to start -again- the French Chapter. France is the "blackhole" in Europe's map, 2 previous chapters having collapsed due to lack of maturity of French companies on the subject of Service Design

I have participated as a speaker in the following events:

"Customer Experience : business as unusual "

Blend WebMix - Lyon Nov 2017

<https://youtu.be/-KA125Ar7iE>

-INTERSECTION 2018

Prague - September 2018

-Meet & Match - the Future of Tourism

Lyon- September 2018

List of conferences where I speak here <https://www.laurencebody.com/>

Others are undisclosed, sorry ;)

I have published the following books/articles on service design and related fields:

I am co author of l' "Expérience client" Ed Eyrolles 2015, the only book in French on this topic

<https://www.experience-client.com/>

I am also the author of a very popular blog in France and Canada

<http://blog.experience-client.com/>

Contact details:

Body Laurence

226 Bd Voltaire, 75011 PARIS

laurence@xplum.fr